Diversity Outreach

"Diversity is our Strength"

19 Oct 09

CAPT Anne Hammond

Unclassified

Diversity Vision

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"When our Nation looks at it's Navy,
it should see itself reflected back"
CNO ADM Roughead

"Further we want an Officer Corps that is reflective of the Enlisted Force it leads."
CNO ADM Roughead

When?

"We MUST NOT BE LOCKED IN TIME… we must anticipate and embrace the demographic changes of tomorrow and build a Navy that always reflects our Country's make up."

HOW?

CHIEF OF NAVAL OPERATIONS

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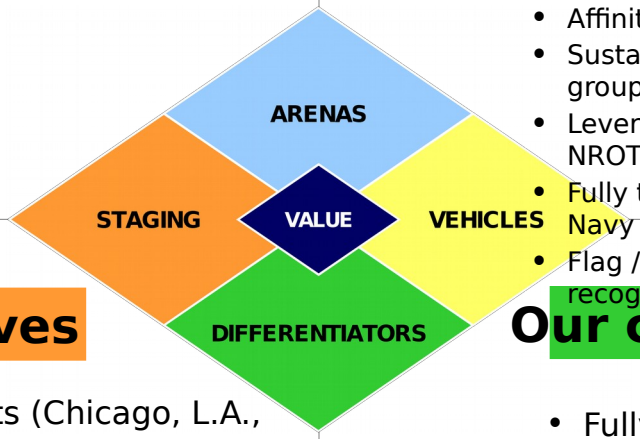
G. ROUGHEAD
Admiral, U.S. Navy

Strategy Elements

Where we will be active

- **Youth Market (grades K-10)**
  - STEM Referral Network
  - USNA, NROTC, OCS
- **Target Market (17-24 year olds)**
  - STEM
  - College Prep / leadership
- **Centers of Influence**
  - Establish the Network
  - Connect them with the fleet
- **Navy Total Force initiatives**
  - Leadership Accountability
  - Mentoring Continuum



How we will get there

- Promote STEM Initiative
- Leverage NJROTC, Sea Cadets, Navy League and similar
- NROTC, USNA, OCS (increased applications, selections, offers accepted and completion)
- Affinity groups – partner / expand
- Sustained Outreach with individuals and affinity groups
- Leveraging Team (Navy City Outreach, NOSC, NROTC, NRDS)
- Fully tap Fleet Assets to support Outreach America's Navy
- Flag / SES / JO / Enlisted Leader engagement / recognition

Our sequence of moves

- Engage top 5 diverse city markets (Chicago, L.A., NYC, Houston, Atlanta)
- Expand to other diverse markets (Detroit, San Francisco, Miami, Dallas, Philadelphia) (FY11)
- Expand NROTC and NJROTC programs
- Implement formal mentoring program (FY09)
- Assess performance (feedback) to determine next move (each FY)

Our competitive difference

- Fully funded college
- Multiple paths to succeed (full time, part time, civilian)
- Task Force Life Work / employer of choice
- Award winning Top 50 organization
- Secure employment / robust benefits

lue = 2037 workforce representative of society (10/13/1

Major Milestones

Youth Market *(Grades K-10)*

- A robust network of social contacts built on newly formed relationships in top diverse markets with established and newly identified STEM groups
- Enhanced social awareness of what Navy offers by leveraging existing programs (i.e. Starbase Atlantis, NAVOPS deep submergence, 1st Robotics)
- Expand efforts to promote college/prep (SAT/ACT) and team with programs that focus on encouraging STEM disciplines

Target Market *(17-24 year olds)*

- 100% engagement by NRDs(26) to host diversity events.
- Execute innovative approaches to improve diverse officer accessions (USNA, CNRC, NETC – "Moving the Needles" campaign) to achieve CNO's 2037 benchmark.
- Expand Navy assets in diverse markets (NJROTC, NROTC)
- Team navy assets (Navy City Outreach, NRD, NOSC, PNS ROTC, NJROTC) to attract more diverse candidates
- Increase applications, selections, officer acceptances and completions (full court press)

Centers of Influence *Internal/External*

- Work with National affinity groups to build high level contacts that can be leveraged
  - STEM
  - Government (NSBE, SHPE)
  - National Affinity (NAACP, LULAC)
- Bring influencers to the fleet (carrier/sub embarks, Blue Angel rides, Leaders to Sea)
- Move from national contact to regional focus in the top 10 metropolitan areas
- Increased media coverage of influencer and youth experiences with the Navy in the diversity arena

Navy Total Force

- Expand leadership accountability throughout all enterprises/communities to ensure each has a functioning, formal accountability process that produces equitable balance of initial platform placement, promotion opportunities, retention/re-enlistment rates, milestone attainment and key assignments.
- Develop a mentoring continuum that will ensure under-represented minorities/women officers have access to quality mentors throughout their careers.
- Develop policy aimed at creating better life/work balance resulting in retention of top talent especially among the Millenial generation and women.
- Support Sea Service Affinity groups with senior level partnering and funding.
- Increased media coverage of Total Force accomplishments in diversity arena.
- Promote recognition programs to highlight top diverse performers

Execution Strategy

2010

- Execute Diversity Awareness Campaign in Chicago, L.A., New York City, Houston, and Atlanta:
  - 5 STEM Program engagements
  - 2 College Chapter Affinity Group engagements
  - 5 city Affinity Group engagements
  - 6 National/Regional Affinity Group engagements (2 CNO and 4 CNP)
- Continue NROTC expansion
- Continue NJROTC expansion
- Establish partnerships with 2 prep-schools on each coast
- Release Diversity mentoring instruction
- Conduct “social network” mentoring pilot at USNA
- Continue CNO Diversity accountability

2011

- Execute Diversity Awareness Campaign in Chicago, L.A., New York City, Houston, Atlanta, Dallas, Miami, Detroit, Philadelphia, and San Francisco:
  - 5 STEM Program engagements
  - 2 College Chapter Affinity Group engagements
  - 5 City Affinity Group engagements
  - 6 National/Regional Affinity Group engagements (2 CNO and 4 CNP)
- Continue NROTC expansion
- Continue NJROTC expansion
- Continue prep-school partnerships

Targeted Metropolitan Areas

Where we want to be active…

African American	*Hispanic*	*Asian American*
New York, NY	New York, NY	New York, NY
Chicago, IL	Los Angeles, CA	Los Angeles, CA
Washington, DC	Chicago, IL	Chicago, IL
Atlanta, GA	San Diego, CA	Philadelphia, PA
Philadelphia, PA	Miami, FL	San Francisco, CA
Baltimore, MD	San Antonio, TX	San Diego, CA
Dallas, TX	El Paso, TX	Seattle, WA
Los Angeles, CA	Phoenix, AZ	Honolulu, HI
Houston, TX	Dallas, TX	Houston, TX
Detroit, MI	Houston, TX	San Jose, CA

- Fleet Concentration Area / Strong Navy Presence
- FY10 Cities with Navy City Outreach Coordinator
- FY11 Cities planned for expansion with NCO Coordinators

Target the Market

Business Leaders

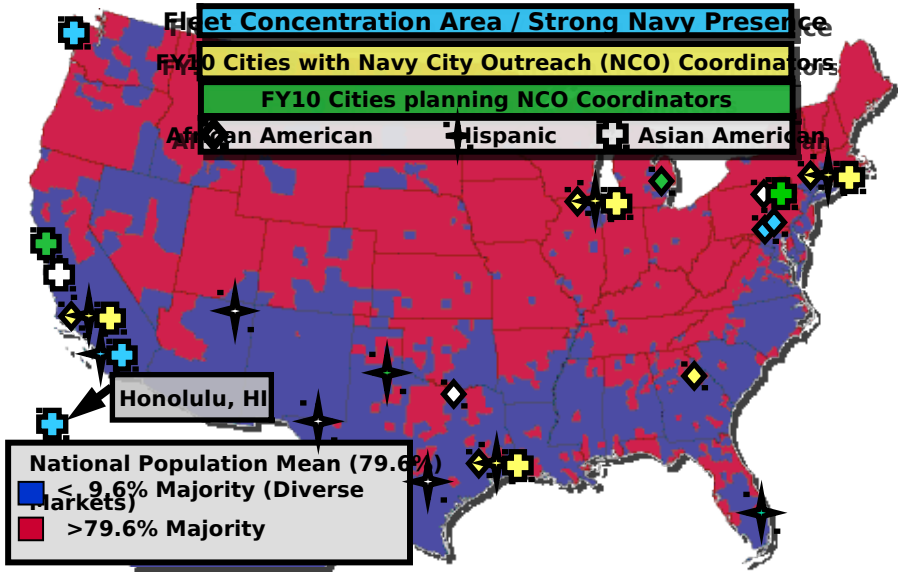
Educators

Partnership

Fleet/Recruiting

Navy-friendly Groups

Government Officials



NAVY CITY OUTREACH COORDINATORS	Elected Officials	Educators	Community Organizations	Reserve Center	USNA/ NROTC/ NJROTC Units
ATLANTA					
CHICAGO					
HOUSTON					
LOS ANGELES					
NEW YORK					

Build an influencer base in top diverse markets that we can leverage

City Outreach Highlights

- CHICAGO:
  - Established Hyman G. Rickover Naval Academy. First Commencement on 10 June 2009. This groundbreaking initiative is the model for future Naval Academies in other target cities. Flag Officer participated in Chicago Mayor Richard M. Daley's Principal for a Day program at the school.

- ATLANTA:
  - Planning CNO visit to Morehouse College in November 2009 and participate in a combined version of two long standing events [A "Presidential Chat" and an "Executive Lecture"] held by Morehouse in the past. CNO will brief Globalization and leadership, how the two play into the military's current mission, and how this impacts the global economy.

- HOUSTON:
  - Established partnership with Congresswoman Jackson Lee, 18th Congressional District. Flag Officer gave the keynote address at the Annual 18th Congressional District Academy Night/Salute to JROTC in October 2008.

- LOS ANGELES:
  - Established relationship with Ms. Jane Gee, the top API leader for CA Governor for the Southern California region; she facilitated April luncheon meeting focused on U.S. Navy community outreach efforts in California, how the Navy can best support the LA API and other ethnic communities.

- NEW YORK:
  - Established relationship with the Armory Track and Field Foundation 72nd Eastern States Championships (indoor track & field) in February 2009. Event was attended by over 3000 student/athletes (75% diverse), parents, and influencers. The Armory attracts over 125,000 student athletes each year and runs a scholar/athlete program where area youth train and conduct SAT prep on-site.

Diversity Outreach

Affinity Groups

- 100% contact at national level
- Expand outreach to regional chapters
- Have groups refer top talent

Influencers

- Promote Navy Awareness
  - Leaders to sea, carrier embarks, Blue Angels back seat rides
- Build advocacy groups in the communities

Youth Market

- Promote college prep and STEM field
  - NAVOPS deep submergence program
  - Patriot Technology/Black Family Technology

From episodic to sustained engagement

Make the Connection

- Women
- African American
- Hispanics
- Native American
- Affinity Groups (NNOA, ANSO)

Attain "Effects"

- Access "Centers of Influence"
- Create pipelines (youth to Navy)
- Improve public relations
- Increase awareness

Reach Objective

- Recruitable market sees Navy as a "Top 50 employer"
- Influencers refer that market to Navy

Building credibility over time

Aligning Efforts to Maximize Our Reach

Trifecta Markets – NY, LA, Chicago, Houston

NCO Coordinators– Atlanta too

- **Calendar for America inclusion**
  - Cities with Navy City Outreach Coordinators
  - Navy /Fleet Weeks coordinated with major affinity group eve
- **Metric of Outreach success**
  - Minimum 1 diversity event included in every Navy Week
  - Expand/maintain Navy footprint at diversity events
  - Exponential increase of JO/Enlisted participation in affinity groups
- **Commitment from PA/MC communities to assist**
  - Media relations (news advisories/releases, escorts)
  - Event coverage (photo, video, news stories)
- **Other must haves**
  - Fleet assets/NOSCs/NRDs/NROTC units – build a core of influencers everywhere
  - Flag usage – more than just a ‘touch and go’ – maximize the engagement opportunities
  - Full access/utilization of Blue Angels, Leap Frogs, Navy Bands, Drill Teams, etc. at key events
  - Showcasing our awardees

Diversity is everyone’s message

Event Components

- Speakers
- Attendees
- Hands-On activities
- Career fairs
- Panel participants
- Award recipients
- Color guards
- Bands
- Seminars
- Static displays
- Ceremonial participants
- Drill teams
- Advertisements
- Sponsorship money
- Host opportunities

While communicating the message across the country…

Diversity Outreach Team

Dedicated Outreach Assets: FY07 (2), FY08 (6), FY09 (11) and FY10 (12)